



The advertisement features a high-contrast, black and white image of two cowboys on horseback and a motorcycle. The cowboys are silhouetted against a bright, textured background. The motorcycle is positioned in the foreground, with the text "Cowboy up." printed on its side. The Marlboro logo and "MEDIUM" are prominently displayed on the right side of the pack.

Marlboro

MEDIUM

Cowboy up.

STURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health

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